



Office of Economic Development Overview



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Office of Economic Development

Council Economic Resiliency and Regional Relations Committee

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Recap: 2011 Highlights

Investing in Entrepreneurs

- Reached 474 businesses; connected 384 to resources, problem solving
- Over \$24 million lent to 21 businesses, creating or retaining 422 jobs
- Assisted 78 businesses through the Citywide Business Advocacy Team
- Permitted 341 film productions



Investing in Seattle's Economic Strengths

- Attracted 9 out-of-state film projects that spent over \$10 million in Seattle area
- Completed Global Health study identifying cross sector business opportunities
- Launched the Sea-Tac Airport Music Initiative to 32 million travelers a year
- Established Tourism BIA – estimated impact of \$34.3 million and 560 new jobs in the hotel/hospitality sector in 2012
- Invested \$1 million in 18 neighborhoods through *Only in Seattle* initiative

Investing in Workers

- Launched Pathways to Careers Partnership to increase skill attainment and address labor market needs in key economic sectors
- 542 low-income adult job-seekers provided job placement assistance, job readiness and/or received job training services.

Connecting Businesses to Each Other and Critical Information

- Reaching over 15,000 local business leaders daily basis



- Investing in Entrepreneurs
- Investing in Economic Strengths
- Investing in Workers





➤ Investing in Entrepreneurs

Financing	Permitting assistance
Corporate strategy	Environmental services
Real estate site selection	Entrepreneurial development
Business retention and expansion	New product markets
Business-to-Business connections	Transportation management
Workforce development	Policy and advocacy



➤ Financing

OED deploys a complex array of financing products that serve a broad range of businesses, from micro-enterprises to large capital projects

➤ Micro enterprises
➤ Home-based businesses

➤ Micro businesses
➤ Small businesses
➤ Neighborhood-based businesses

➤ Small businesses
➤ Medium-sized businesses
➤ Energy efficiency projects

➤ Medium-sized businesses
➤ Large capital projects



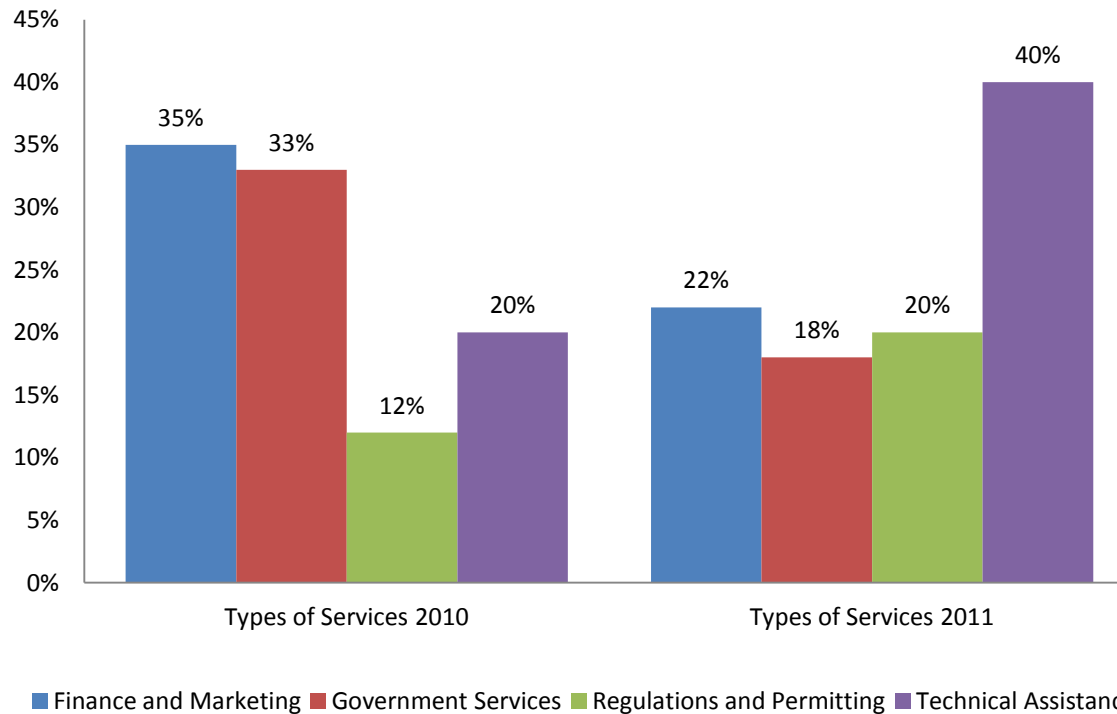
- Higher risk
- Smaller projects
- Less sophisticated borrowers

- Lower risk
- Larger projects
- More sophisticated borrowers



➤ Business Retention and Expansion

Over the past two years, OED and its partners reached out to nearly 1,000 businesses.





➤ Business Retention and Expansion



2012 Business Retention and Expansion Targets

- 500 direct visits to local businesses
- 250 businesses received ongoing assistance that supports their growth
- \$32 million in commercial financing
- At least 25 businesses assisted through the Citywide Business Advocacy Team

“One of the best little ideas is a proposed business advocacy team comprised of staff from multiple city departments to help businesses navigate government. This is really helpful because it offers practical help to business and sends a message the city is working to ease systemic permitting and regulatory issues.” – Seattle Times Editorial, 9/2/10



➤ Permitting

OED will issue over 800 permits in 2012 for Special Events, Film Productions and Farmer's Markets

Notable activities include:

- 4 Feature Film Production
- 20% increase major commercial film production
- Rock 'n' Roll Marathon
- Hemp Fest
- Neighborhood Festivals
- 17 Farmer's Markets



➤ Investing in Economic Strengths

Only in Seattle	Marketing Campaign
Maritime & Manufacturing	Life Sciences & Healthcare
Content Technology	Clean Technology
Hospitality & Tourism	Seattle Nightlife Initiative
Special Events	



➤ *Only in Seattle* Initiative

\$1 million in OIS grants to neighborhoods in 2012:

Business attraction and retention

Marketing

Clean and safe

Pedestrian streetscapes

Strong business organization

Program Elements

Establish new Business Improvement Areas

Expand *Only in Seattle* marketing campaign

Execute Façade Improvements



Easy Street Records & Café,
West Seattle



The Bourbon @ Columbia City
Theater, Columbia City



Bastille Café & Bar, Ballard



➤ Maritime & Manufacturing

Targeted business outreach
and assistance

Execute new career pathways
in manufacturing and
logistics

Formalize partnership with
the County and State to
incentive new industrial
development



King County





➤ Content Technology

The **Content Technology Initiative** works to create an enhanced climate for film, music, and interactive media sectors along with local technology creators to reward our city with a strong economy and cultural environment.

- Pursuing film development in commercial production
- Supporting the Seattle Music Commission workplan, including a City of Music Career Day on September 27th as part of the Next50 campaign
- Hosting monthly networking events that connects leaders in these industries

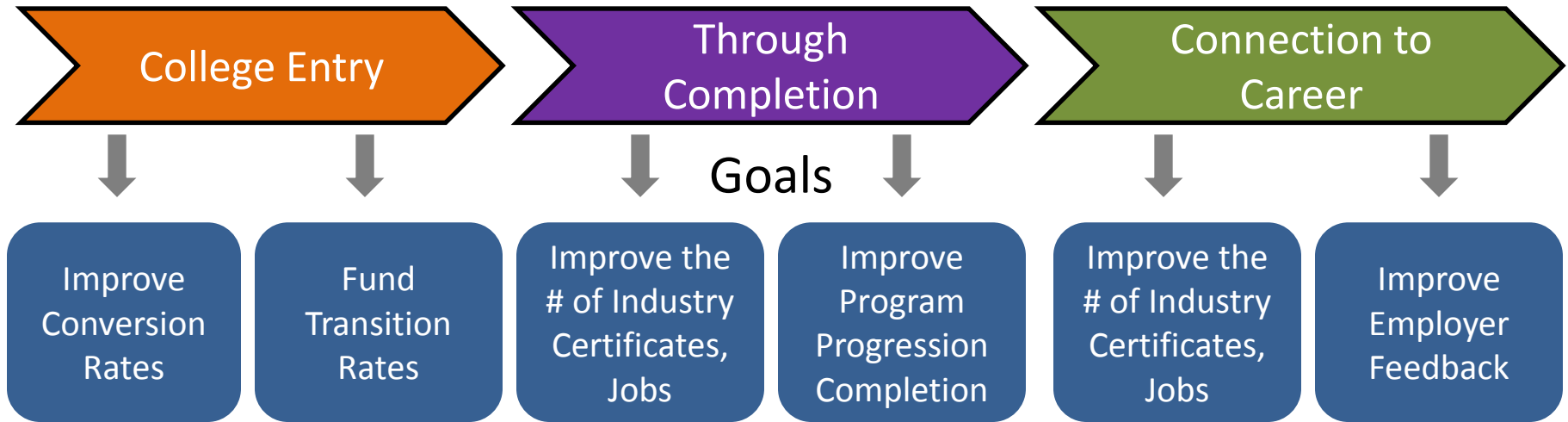


➤ Investing in Workers

Pathways to Careers	Employer Engagement
Integrated Student Support Services	College Completion Reform
Labor Market Relevance of Training & Internships	Alignment of Job Placement Services



➤ Pathways to Career Initiative



As a collaborative-driven completion initiative, *Pathways to Careers* seeks to create system reform at all levels that will result in both scale of implementation and sustainability of success rates. To reach significant improvement in program completion for targeted sector jobs, change will need to occur at all stages along the student pathway from recruitment, to program completion, to career.



Information to Grow and Compete

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Bottom Line

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Office of Economic Development



City Council
Economic Recovery Initiative